

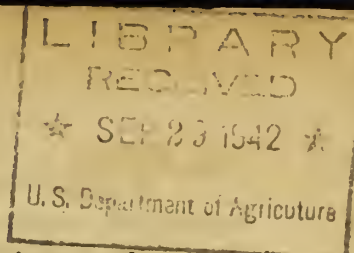
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Vitamins From Farm to You



A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, and Mr. Wallace Kadderly, Office of Information, Wednesday, August 12, 1942, in the Department of Agriculture period of the National Farm and Home Hour, over stations associated with the Blue Network.

WALLACE KADDERLY:

Recently here in one of our chats about food we got in rather deep on the subject of vitamins. And Ruth Van Deman promised us a vitamin roundup someday soon - with facts straight from the vitamin experts in the Bureau of Home Economics. Well, the someday is here, and none too soon to suit this vitamin consumer. For just when I thought I'd learned the vitamin A B C's and got each one fairly well ticketed, somebody made a discovery. And then first thing I knew the vitamin alphabet was unscrambled, and rescrambled - . .

RUTH VAN DEMAN:

Come now, Wallace, is it as bad as that?

KADDERLY:

Maybe not, but help me out on this. Somebody sent me ... maybe it was you ... a copy of your fine new folder "Vitamins From Farm to You!" I read it straight through - non-stop. It's the most interesting, easy-to-understand piece about vitamins ... what they are, what they do for you, where to find them ... that's come my way in a long, long time ... maybe ever. But I couldn't find a mention of vitamin G. Isn't it on the docket any more?

VAN DEMAN:

Very much so. But it's part of the vitamin B group. It's called vitamin B two, or riboflavin. Thiamine is another of the B group - B one. Niacin is another.

KADDERLY:

That's just the trouble. I can't keep up with them. Even in this fast-changing world vitamins are one of the changing-est things I know.

VAN DEMAN:

Maybe that's good for us. Keeps us reading the latest news on vitamins. Anyway, Wallace, I'm glad you are a 58 percenter?

KADDERLY:

A 58 percenter? What does that make me?

VAN DEMAN:

Somebody who's at least heard about vitamins, and thinks they're important.

That's the story that comes out of a recent survey of homes the country across ... a survey made by a large company that merchandises vitamins the natural way ... in food, not in pills.

KADDERLY:

And you mean to say that only 58 per cent ... that's only about three out of five ... families think that vitamins are something worth eating?

(over)

VAN DEMAN:

So these figures say. But it's well for us all that we're eating our vitamins, even if we can't taste them or smell them. Otherwise we wouldn't be alive and healthy. Vitamin A is the only one that flies a signal.

KADDERLY

The bright colors in yellow peaches ... yellow corn ... red tomatoes ... deep green leaves - broccoli, spinach, beet tops ... are like flags signaling "This way for vitamin A."

VAN DEMAN:

Vitamin A is the one that helps to keep the linings of the throat and nose, and other organs healthy ... protects against infections. And helps babies and all young things to grow normally. Vitamin A has a war nickname too ... the black-out vitamin.

KADDERLY:

That's right. Plenty of vitamin A in our food will help us to go through the black-outs better ... will help the eyes to adjust quickly from bright to dim light.

VAN DEMAN:

Yes, even in daylight, a person who is night blind doesn't have good all around vision. We need side sight as well as front sight.

KADDERLY:

How about foresight being better than hindsight?

VAN DEMAN:

It takes more than vitamins to furnish that. But the B vitamins might help at that. Vitamin B one has a nickname too, you know - the morale vitamin.

KADDERLY:

The morale vitamin - for steady nerves. Or we might say the stiff-upper-lip vitamin ... the ~~take-it-with-a-smile~~ vitamin. That's a vitamin we can't have too much of these days.

VAN DEMAN:

But it's one that lots of us don't get enough of. ....

KADDERLY:

Your new folder "Vitamins From Farm to You" has a topnotch check list showing where to get your vitamins ... all spread out so that you can see what every food has to offer ... every food from butter to watercress. I hope we can offer this new folder to our Farm and Home friends, Ruth.

VAN DEMAN:

Certainly we can. It's free to all comers. .... But let's finish the vitamin alphabet first. Vitamin C also has another name - ascorbic acid.

KADDERLY:

So named because it prevents scurvy and keeps teeth, and gums, and bones healthy.

VAN DEMAN :

Vitamin D also has a lot to do with sturdy bones and teeth and good framework all through the body. It's the vitamin that helps to guard babies against rickets.

KADDERLY:

And it's a kind of two-way vitamin. You can get it from sunshine as well as from food.

VAN DEMAN:

And D ends the vitamin alphabet as far as we know it at present. The six vitamins we've talked about - vitamin A, the three in the B group, C, and D, are the only ones we need to plan definitely into our meals every day.

KADDERLY:

Whoever laid out the new vitamin folder looked out for that too. I carry that food guide in my own pocket where I can check on it every day.

VAN DEMAN:

I hope you do it in public, where you can enlist some new members for the 58 per cent club.

KADDERLY:

That's an idea. Maybe we can make it the 98 per cent club.

VAN DEMAN:

I'll never stop until it's 100 per cent. For after all we have the world's greatest vitamin assembly line here on our own farms.

KADDERLY:

That's true. The vitamin assembly line does run from the ground up. Green growing plants ... seeds ... fruits ... gather their vitamins from air, soil, and sunshine. Then chickens, pigs, cows and other animals eat the plants and grain.

VAN DEMAN:

And we drink the milk, and eat the butter and eggs and meat, along with some of the vegetables, and fruits, and cereal grains.

KADDERLY:

So it really is "Vitamins From Farm to You." Well, Farm and Home Friends ( ad lib offer of "Vitamins From Farm to You.")

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